

E-Mail

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To: F. E. Cook
F. J. DeJong
G. P. Mitchell

Subject: Quick Chek Food Stores (0919-00-00)
Private Label Brand COURIER

Gentlemen:

Quick Chek Food Stores will be adding the Forsyth Private Label Brand **COURIER** to distribution in its stores in November. For planning purposes I have listed below preliminary details of the introduction. Further details will follow.

- First ship date to retail w/o November 7, 1994
- Brand Styles

Full Flavor King	Full Flavor 100's
Light King	Light 100's
Ultra King	Ultra 100's
Light Menthol King	Light Menthol 100's
Full Flavor King Box	Full Flavor Light Box

- Displays Forsyth Wood Floor Display w/Pack Topper. All displays to be shipped to individual stores to arrive the week of 11/31. Cases of Pack Toppers (10 per case) will be shipped to Divisions 1226, 1230, and to the outside storage area for Division 1334.
- Advertising All Forsyth generic Private Label Advertising affixed to displays. Quick Chek will manufacture an insert for the One Sheet Program Sign (sign to be installed by our outside agency), an outside banner, and a register coin mat.
- Retail Pricing Initial introduction price of \$ 1.29 per pack, and \$ 11.99 per carton.
- Initial Distribution 75 cartons per store

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- Supplier McLane Wholesale
- Field Sales Responsibility
 1. Initial placement of floor displays w/toppers and accompanying POS.
 2. Ongoing upkeep of displays, and maintenance of stock levels.

To *kickoff* **COURIER** Quick Chek plans to hold a Store Managers' meeting the last week in October. This will serve to properly position the new brand with all management levels within the chain.

Final details of the introduction will follow. Please plan on your Sales Personnel installing floor displays the week of 11/7.

As always, if you have any questions, please call me.

Best Regards,

Nick

G. N. Kuruc, Jr.

Gk

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cc: M. A. Young

J. R. Loftin